



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2023**

**Course: Social And Digital Media Marketing**

**Program: BBA Core (MKTG)**

**Course Code: MKTG2009P**

**Semester: VI**

**Time : 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. No.		Marks	
Q 1	Statement of question		<b>CO1</b>
i)	What do you mean by SEM?	<b>2</b>	<b>CO1</b>
ii)	What do you mean by Onpage in SEO?	<b>2</b>	<b>CO1</b>
iii)	Differentiate between SEO and SEM?	<b>2</b>	<b>CO1</b>
iv)	What is the term used to describe the practice of paying to display ads on social media platform? a) Organic Reach b) SEM c) Influencer Marketing d) Viral Marketing	<b>2</b>	<b>CO1</b>
v)	The social media mix is composed of which of the following? a) Advertising, consumer promotion, personal selling, and public relations. b) Direct marketing, word-of-mouth promotion, telemarketing, and infomercials. c) Social communities, social publishing, social entertainment, and social commerce. d) Product, price, promotion, and place. e) The traditional marketing mix plus the target market.	<b>2</b>	<b>CO1</b>
vi)	The impressions that make up the data that marketers use to paint your social identity are also known as which of the following? a) Digital identity. b) Lifestream.	<b>2</b>	<b>CO1</b>

	<ul style="list-style-type: none"> <li>c) Social footprints.</li> <li>d) Digital brand names.</li> <li>e) Social impressions.</li> </ul>		
vii)	<p>Which of the following is an important factor to consider when creating a social media marketing plan?</p> <ul style="list-style-type: none"> <li>a) Only focus on one social media platform at a time.</li> <li>b) Ignore your competitor's social media activity.</li> <li>c) Create content that is not very relevant to your target audience.</li> <li>d) Have a clear understanding of target audience and their behavior on Social Media.</li> </ul>	<b>2</b>	<b>CO1</b>
viii)	<p>Which social media platform is ideal for B2B marketing?</p> <ul style="list-style-type: none"> <li>a) Facebook</li> <li>b) Instagram</li> <li>c) LinkedIn</li> <li>d) Twitter</li> </ul>	<b>2</b>	<b>CO1</b>
ix)	<p>Which of the following is not a factor that affects the organic reach of social media post?</p> <ul style="list-style-type: none"> <li>a) The number of followers the account has</li> <li>b) The relevance of the post to the target audience</li> <li>c) The time of the day the post is published.</li> <li>d) The amount of money paid to the social media platform</li> </ul>	<b>2</b>	<b>CO1</b>
x)	What do you mean by affiliate marketing?	<b>2</b>	<b>CO1</b>
<b>SECTION B</b>			
<b>4Qx5M= 20 Marks</b>			
Q	Statement of question		
Q2	What are the drivers of social media?	<b>5</b>	<b>CO2</b>
Q3	How do brands engage their customers through social media?	<b>5</b>	<b>CO2</b>
Q4	What kind of tool is Ubersuggest? What is it? Can you give examples of any similar other tool in social media.	<b>5</b>	<b>CO2</b>
Q5	Social Media Marketing is better than Traditional Marketing. Give points to prove the statement.	<b>5</b>	<b>CO2</b>
<b>SECTION-C</b>			
<b>3Qx10M=30 Marks</b>			
Q	Statement of question		
Q6	Choose a brand that has recently experienced a marketing crisis. How would you evaluate the marketer's response? What did they do well? What did they not do well?	<b>10</b>	<b>CO3</b>
Q7	Explain all the stages in Social Media Framework?	<b>10</b>	<b>CO3</b>
Q8	Suppose you are Social Media Strategist and working with Airtel. CEO of Airtel wants suggestion on Social Media Strategy to be implemented to launch 5G services in India.	<b>10</b>	<b>CO3</b>

**SECTION-D**  
**2Qx15M= 30 Marks**

Q	Statement of question		
Q9	You are a Digital Brand Manager for a company marketing cosmetics/ fashion accessories, and you would like the approval of senior management for investment in Instagram influencer advertising instead of traditional television advertising. You have fifteen minutes to present your argument to the board. Outline your justifications and action plan for Instagram influencer advertising.	<b>15</b>	<b>CO4</b>
Q10	SBI is very much popular in attracting old age customer and government employees. Now, SBI chairman has decided to be popular among youth also. You are Social Media Strategy Manager with SBI. SBI Chairman seeks your help to run social media campaign which will help to be popular among youth. What are the various Social Media Campaign you will suggest to the Chairman which will help SBI to become popular among youth. Also suggest various ways how you can make the campaign viral?	<b>15</b>	<b>CO4</b>